

Spectacular Times

The Media

Pocketbook Series

I give you bitter
pills in sugar coating.
The pills are harmless;
the poison is in the
sugar.

Stanislaw Lec.

The Spectacle is not just
a collection of images.
It is the medium of
communication between
images and is the means
by which
the real
world is
interpreted.

A STRIKE by council typists over what has been called "the gobbledegook machine" was averted at Bradford last night after seven hours of talks. The Metropolitan District Council had intended to become the first local authority in Britain to use computer-typing.

A typist using it would need only to press a key once to print entire stock paragraphs of the type used by local government officers.

Do you reflect the right image?

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Public Relations

By **PAUL VOGLE**

who was on the last plane out of Da Nang, South Vietnam, yesterday

ONLY the fastest, the strongest and the meanest of a huge mob got a ride in the last plane from Da Nang yesterday.

The mass media is
Spectacular. Even in
extremis it is unable
to see itself as a
participant in real life.

AT 9:38 A.M. ON July 15th, 1974, about eight minutes into *Suncoast Digest*, a variety show on WXLTV in Sarasota, Florida, anchorwoman Chris Chubbuck, 30, looked straight at the camera and said:

"In keeping with Channel 40's policy of bringing you the latest in blood and guts in living color, you're going to see another first—an attempt at suicide."

Whereupon, she pulled a gun out of a shopping bag and shot herself fatally in the head.

Instead it turns real
life into a Spectacle
— and participates
in that.

The Spectacle offers 'new
lamps for old'. Powerless
and alienated in our real
community it encourages
us to live the community
life of Ambridge, Crossroads
or Coronation Street.
All is counterfeit.

WANTED

ACTORS to take part in feature film about **PUNKS**

Must be prepared to stick safety pins through nostrils, earlobes,
etc.

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"TELEVISION'S not the truth!
Television's a Goddamned amuse-
ment park! Television's a circus...
We're in the boredom-killing busi-
ness... We lie like hell. We'll tell
you that Kojak always gets the
killer, and that nobody ever gets
cancer in Archie Bunker's house.
And no matter what trouble the
hero is in, don't worry, just look at
your watch... at the end of the
hour he's going to win. We'll tell
you any shit you want to hear.

Take it home.

Plug it in.

And while it may not look like
the biggest thing in the room, it'll
certainly sound like it.

So confident - it can
even taunt us with our
own gullibility.

It's not the Beatles . . .
but you won't believe it.

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Isn't real life best
left to the experts?

..... Enjoy.

The PRODUCER sells;

the CONSUMER buys;

and the COMMODITY gets sold.

The T.V. companies produce

the programmes; the advertisers

Culture.

That really big
commodity. The one
that sells all the others.

The mass media turns
real life into a comic
strip. "The Black Panther",
"The Jackal", "The Penguin".
The blood is real but
the language is the
language
of Gotham
City.

Many of the officers were wearing a special Julie tie, designed by Detective Constable Alun Morgan of Avon and Somerset. It shows a silver circle of 11 clasped hands—representing the 11 police forces from which Drugs Squad officers were selected for the team. Inside the circle is an ear of rye from which the basic substance for producing LSD—ergotamine tartrate—is derived.

The Judge said the media had rightly given tremendous coverage to the "amazing detective work".

Saigon. A memo correcting the initial text has now been sent out by Central Current Affairs Talks External Broadcasting. For "liberation of Saigon" please read "Communist take over of Saigon" and for "liberation forces" please read "Communist forces" throughout.

In the right words.

David Holmes was critical of the way in which 'Today' that morning had set the start of the Thorpe trial, the 'trial of the century', alongside an item about a man who played 'Rule Britannia' on his armpits. (8.5.79)

In the right order.

It is well documented that on successive occasions when the Irish people sought to resist British rule, the anti-Irish joke emerged in Britain.

The current bout of joke propaganda concentrates on the Irishman as 'thick'. The jokes began with the emergence of the Northern Ireland situation in 1969 and received their biggest promotion on the 'Comedians' television series. As always in the past, the jokes help the British Government's line in Northern Ireland — sustaining the story that the war there is a religious one between people who are 'thick' and who haven't any logical reason for behaving as they do. The troops are presented as heroically keeping the peace.

Without a mass media
there can be little
effective propaganda
..... with it there is
very little else.

Network

Individual
viewing
millions

1	Coronation St. Wed, Granada	13.40
2	Coronation St. Mon, Granada	12.55
3	Winner Takes All, Yorkshire	12.00
4	The Paul Daniels Magic Show, BBC	12.00
5	Crossroads, Tue, ATV	12.00
6	In Living Memory, Yorkshire	11.90
7	Crossroads, Thu, ATV	11.75
8	Crossroads, Wed, ATV	11.50
9	Crossroads, Mon, ATV	11.40
9	Longsightmax, Thames	11.55
11	The Krypton Factor, Granada	11.00
12	Blueie, BBC	11.00
13	Emmerdale Farm, Thu, Yorkshire	11.00
14	Don't Just Sit There, Yorkshire	10.95
15	Voyage To The Bottom Of The Sea, Sun, BBC	10.45
15	Emmerdale Farm, Tue, Yorkshire	10.10
17	Kids, LWT	9.85
18	Petracelli (USA), BBC	9.70
19	Wildlife On One, BBC	9.65
20	You're Only Young Twice, Yorkshire	9.60

'You might just as well say,'
added the March Hare,
'that "I like what I get"
is the same thing as "I
get what I like".'



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The Monty Python film, *Life of Brian*, will not be seen at Haringate because the council's film selection sub-committee has banned it, without seeing it.

The committee took its decision largely on information contained in a "very factual" statement from the Festival of Light. The festival admitted in the statement that it had not seen the film of *Life*.

Councillor Harold Clitchen, chairman of the committee, said the film was felt to be "extremely offensive".

Sometimes the mass media
will even bite the hand
that feeds it

Michael Heseltine, the Environment Secretary, condemned the BBC's coverage of the anti-cuts demonstration in Lambeth, London, saying 'The battle against inflation is too critical to allow slap-happy selective journalism to undermine the national will to defeat inflation', (Sunday Times, 18.11.79).

..... but it will never
bite it off.

In the early 50's the U.S. television programme "This is your Life" brought a Japanese priest who had survived, and aided the victims of, the Hiroshima bombing, face to face with the airforce officer who dropped the bomb. The compere had the two men shake hands and smile for the camera.

It's only
Rock n' Roll



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from THAMES TELEVISION

Programming?

Isn't that what they do
to computers?



The debate on Thames was cancelled, and replaced with a film about a fox which drinks lager.

closedown